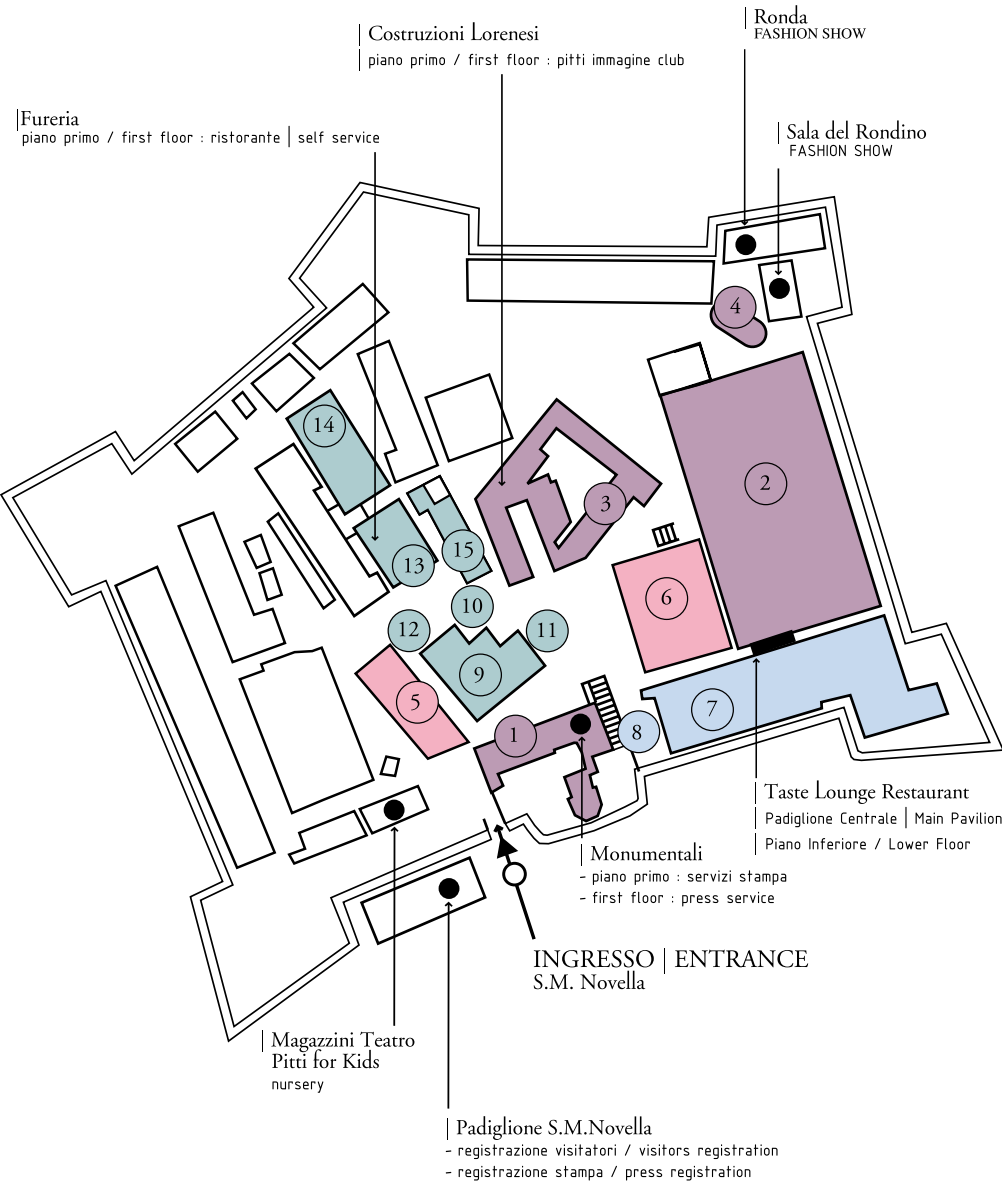


I | Com'è articolata la mostra | Exhibition layout



- Pitti Bimbo
 - 1 Area Monumentale
 - 2 Padiglione Centrale / piano inferiore
 - Padiglione Centrale / piano terra
 - Padiglione Centrale / piano attico
 - 3 Costruzioni Lorenesi / piano terra
 - 4 Polveriera

 - Ecoethic / Baby World / Kid's Design
 - 2 Padiglione Centrale / piano inferiore

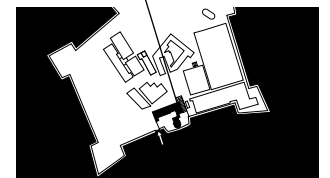
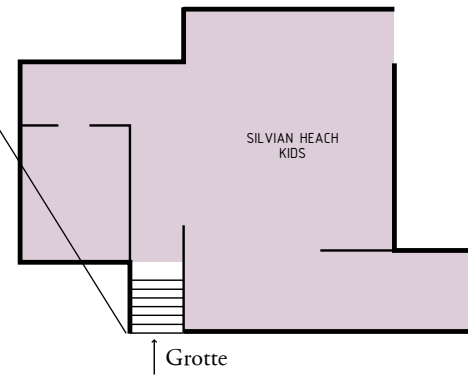
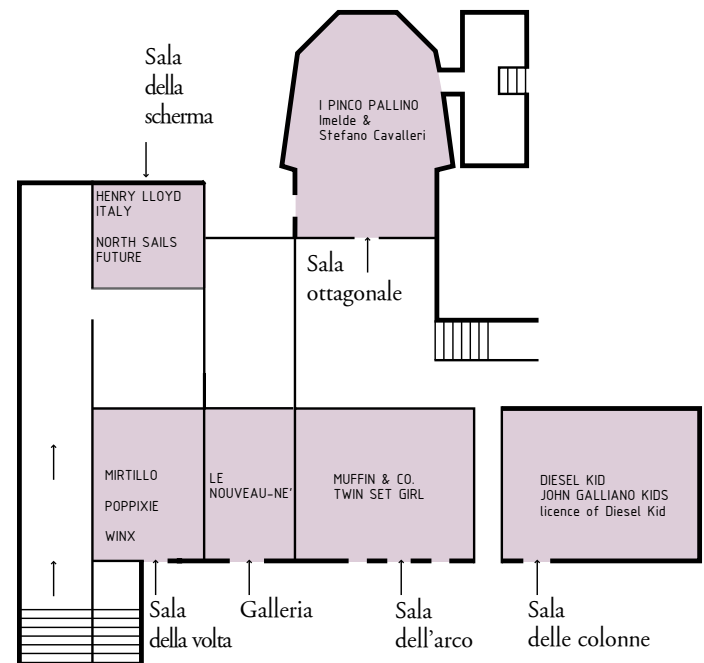
 - Pop Up Stores
 - 2 Padiglione Centrale / piano inferiore

 - Fashion at Work
 - 2 Padiglione Centrale / piano attico
-
- Apartment
 - 5 Lyceum

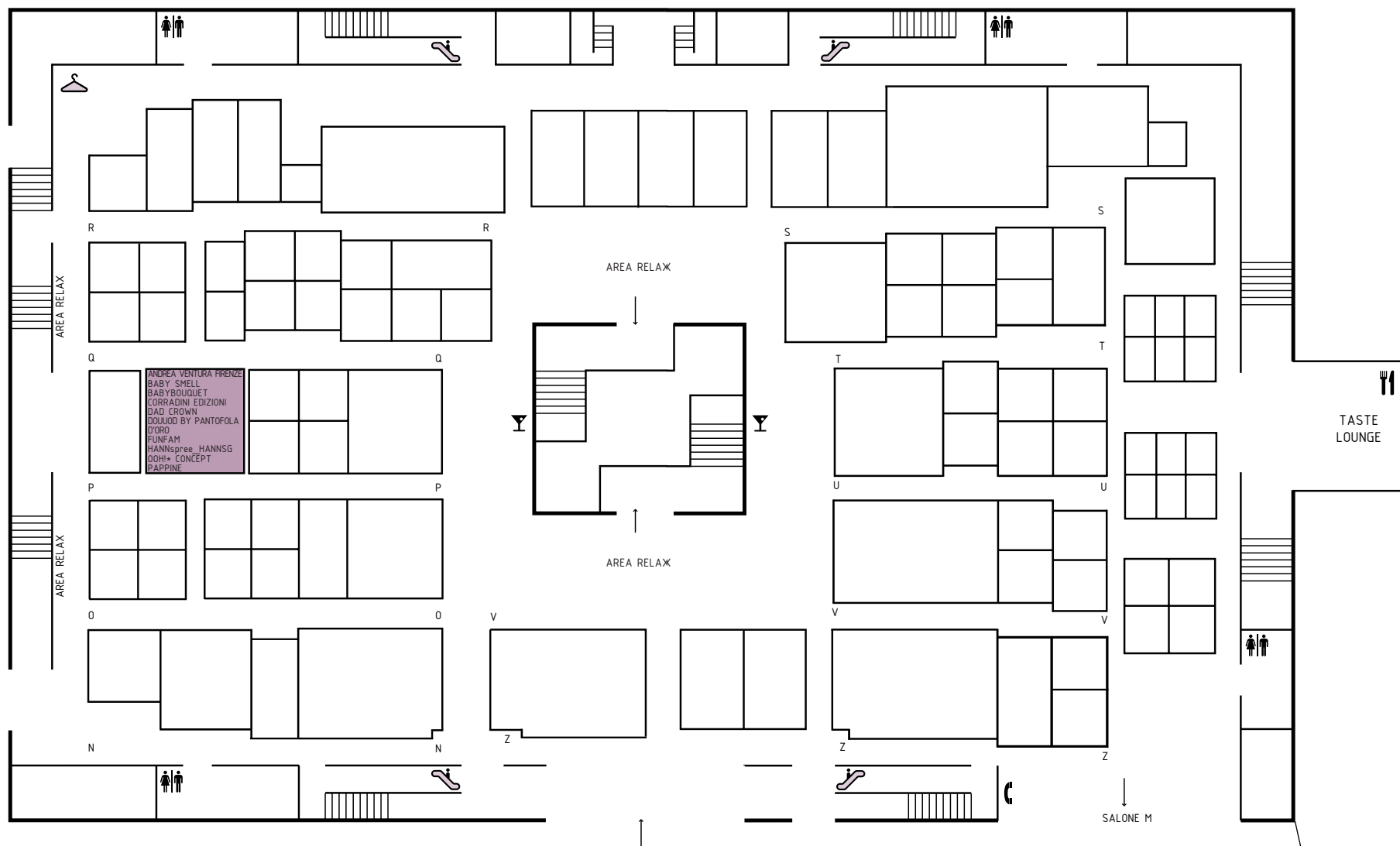
 - New View
 - 6 Padiglione Centrale / piano inferiore / Salone M
-
- Sport Generation
 - 7 Padiglione Cavaniglia
 - 8 Cortile del Cavaniglia
-
- Superstreet
 - 9 Padiglione delle Ghiaia
 - 10 Cortile del Teatrino
 - 11 Ghiaia spazi esterni
 - 12 Cortile delle Ghiaia
 - 13 Fureria
 - 14 Armeria
 - 15 Teatrino Lorenese

II | Pitti Bimbo

| Area Monumentale | n. ①



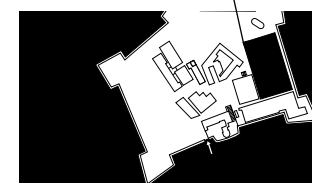
Pop Up Stores
 Padiglione Centrale | n. ②
 piano inferiore / lower floor



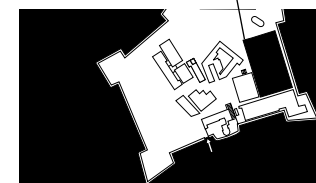
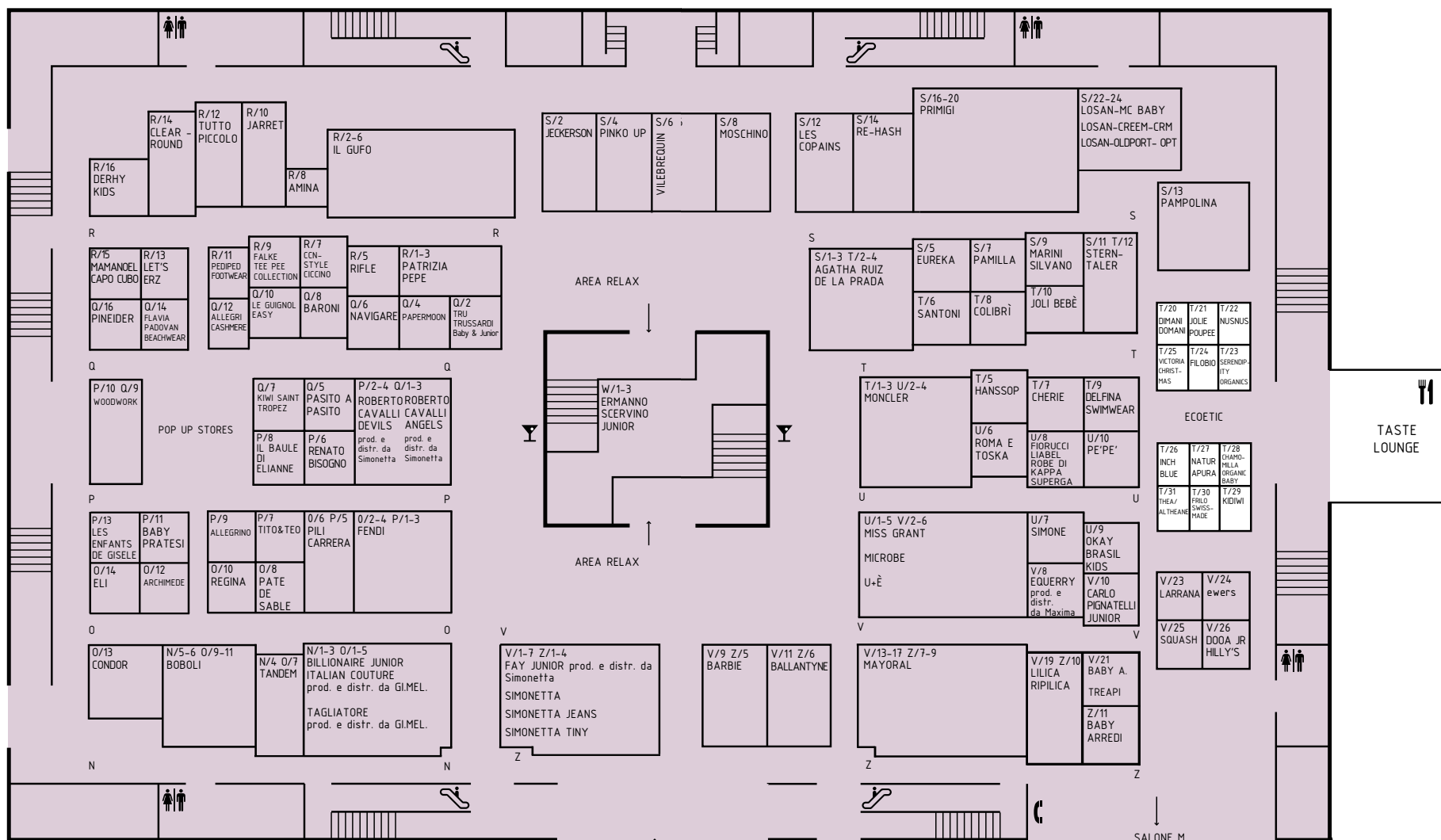
NEW PROJECT !

ITA → Il nuovo layout del Padiglione Centrale della Fortezza, lanciato a Pitti Uomo e curato da uno dei nomi di punta del design e dell'architettura contemporanea, Patricia Urquiola, a giugno coinvolge anche Pitti Bimbo. Il Padiglione Centrale sarà così riletto e arricchito da un'offerta più trasversale, che riflette i nuovi percorsi di lifestyle che caratterizzano anche la moda bimbo. In particolare una speciale selezione di prodotti e accessori - dalle fragranze ai libri e ai complementi d'arredo - sarà presentata nelle aree Pop Up Stores che sorprenderanno per le loro modalità espositive.

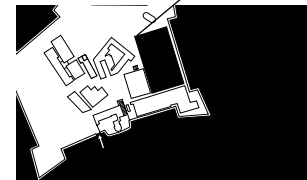
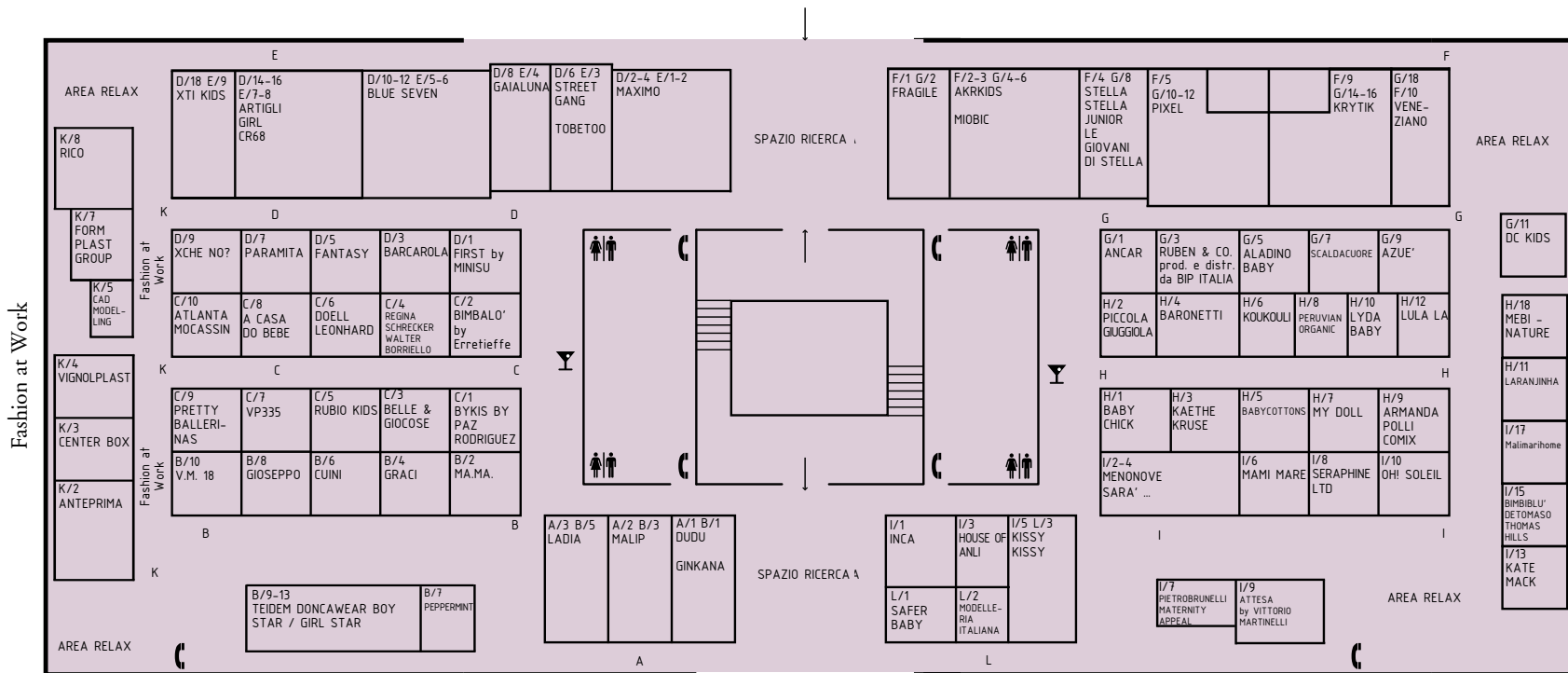
ENG → Following the success of Patricia Urquiola's new layout, that was unveiled at Pitti Uomo in January, the heart of Pitti Bimbo, the Main Pavilion, will take on a new look in June enriching the offer with products that are part of the lifestyle approach to children's fashions. Plus, there will be a great selection of accessories - from fragrances to books to furnishing accessories - at the Pop Up Stores that will be offering even more surprises.



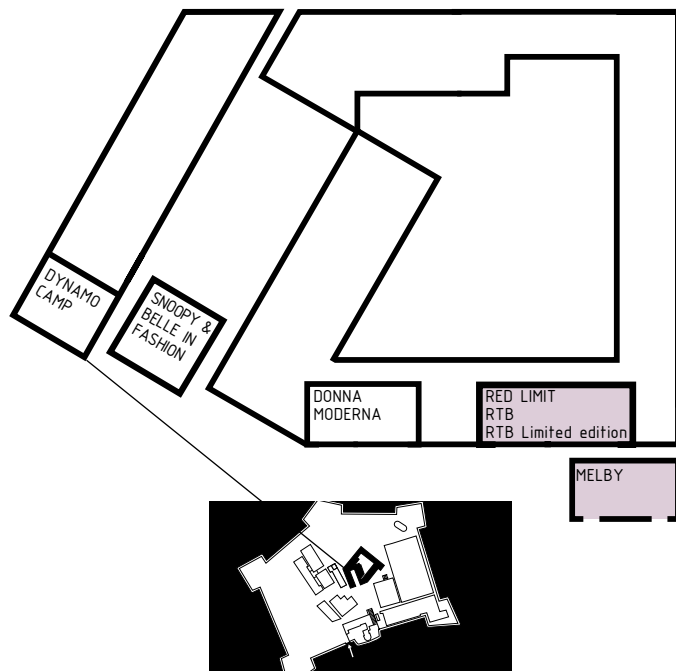
Pitti Bimbo / Ecoethic / Kids Design / Baby World
 Padiglione Centrale | n. ②
 piano inferiore / lower floor



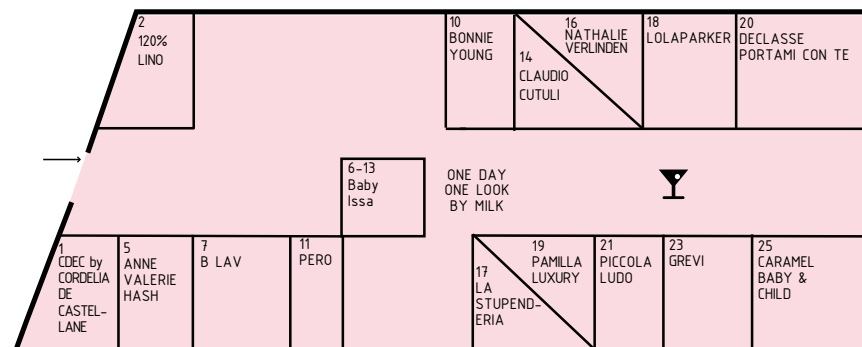
Pitti Bimbo / Fashion at Work
 Padiglione Centrale | n. ②
 piano attico / top floor



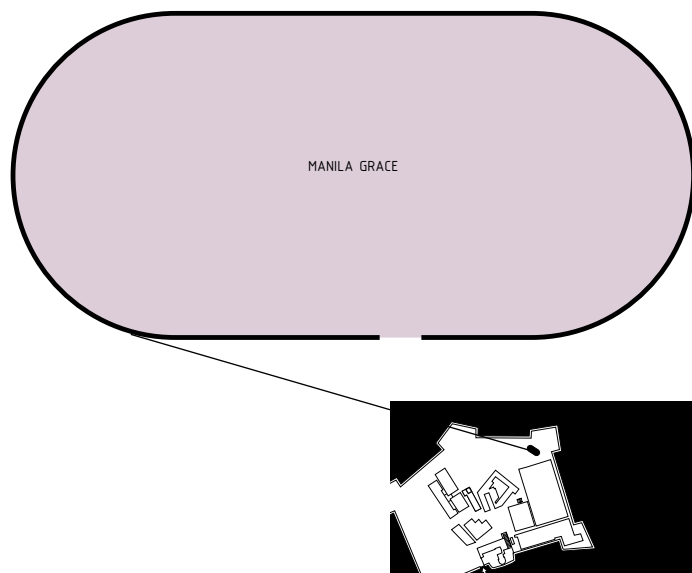
Pitti Bimbo
 Costruzioni Lorenesi | n. ③
 piano terra / ground floor



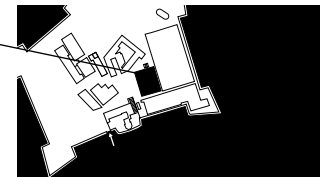
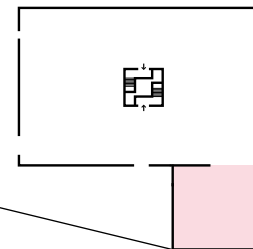
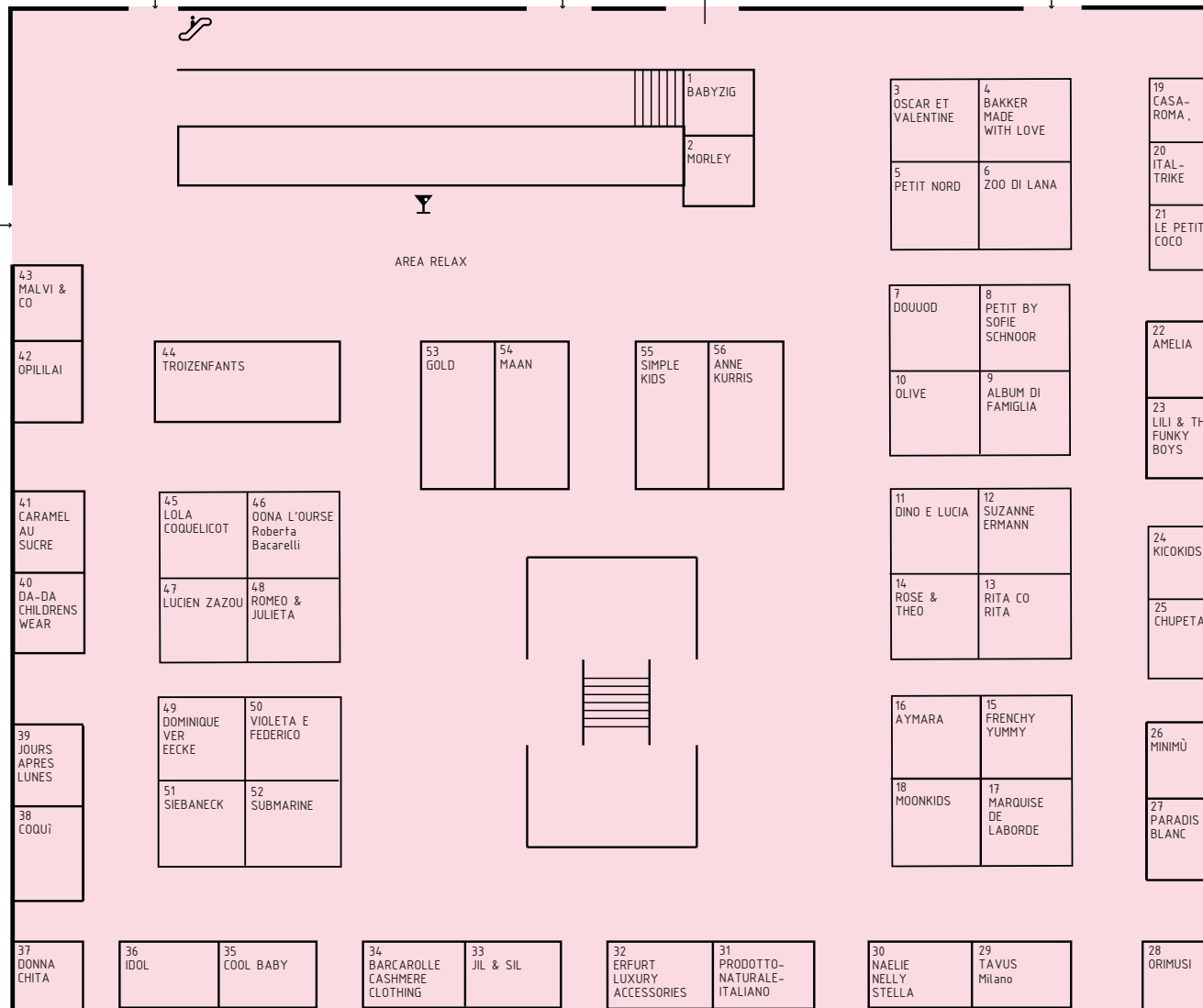
Apartment
 Lyceum | n. ⑤

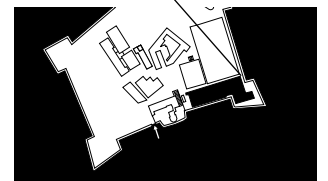
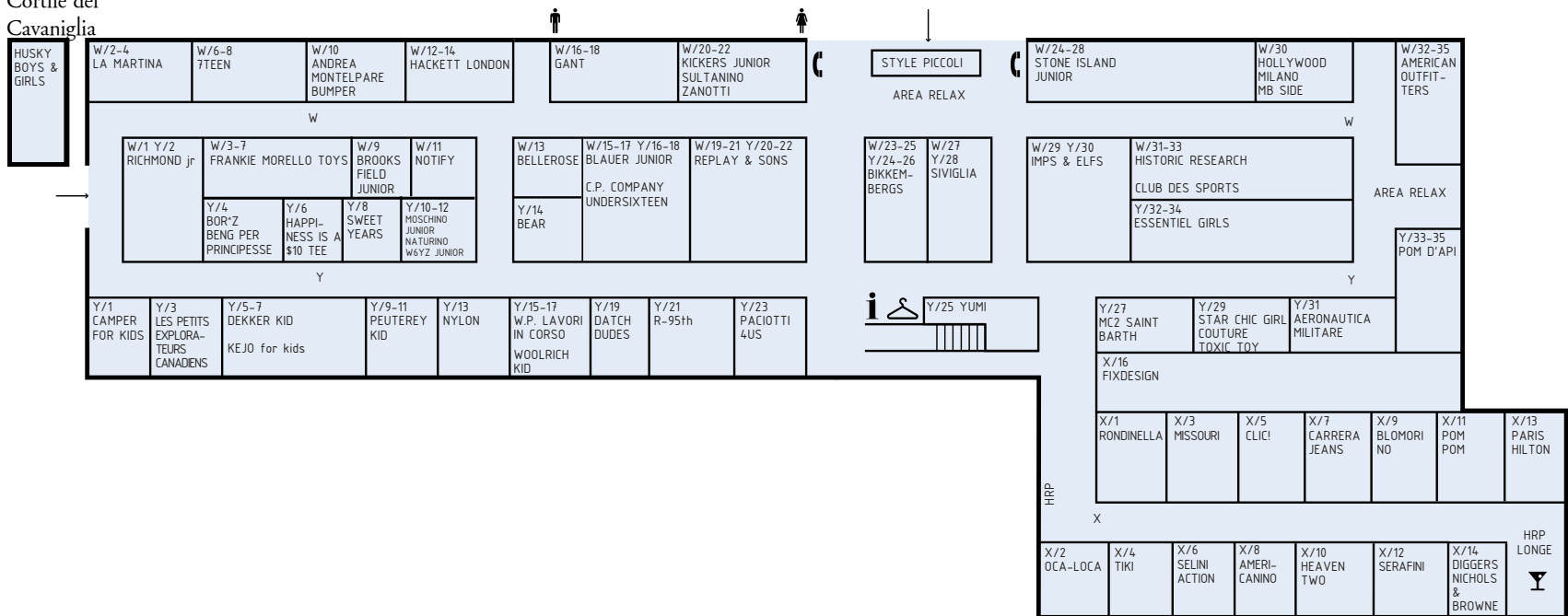


Pitti Bimbo
 Polveriera | n. ④



PADIGLIONE CENTRALE



Cortile del
Cavaniglia

Superstreet

Padiglione delle Ghiaia | n. 9

Cortile del Teatrino | n. 10

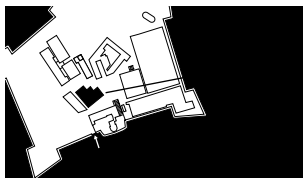
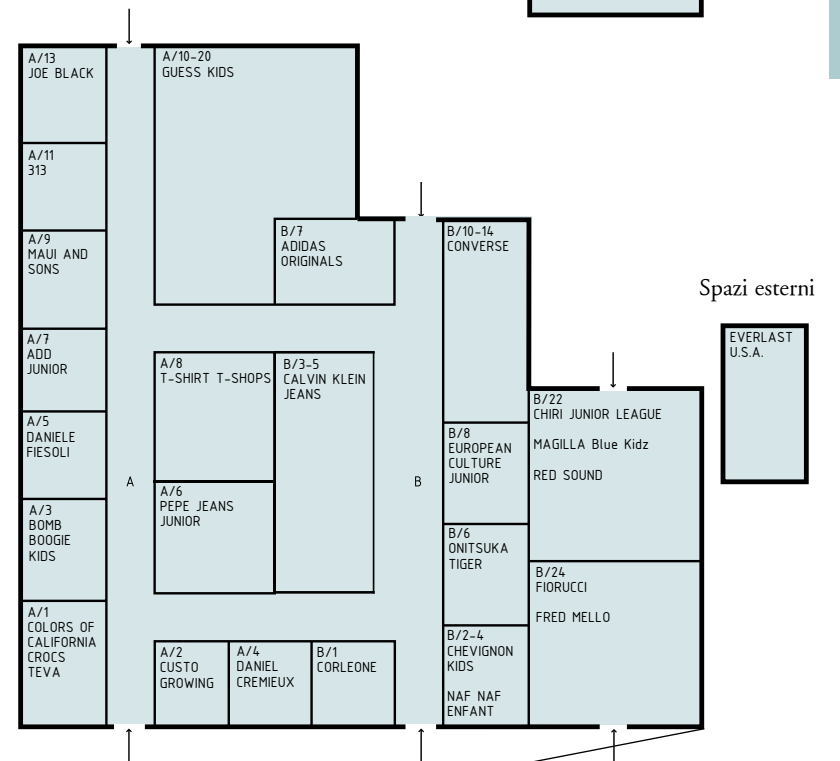
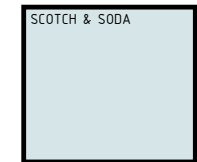
Ghiaia Spazi Esterni | n. 11

Cortile delle Ghiaia | n. 12

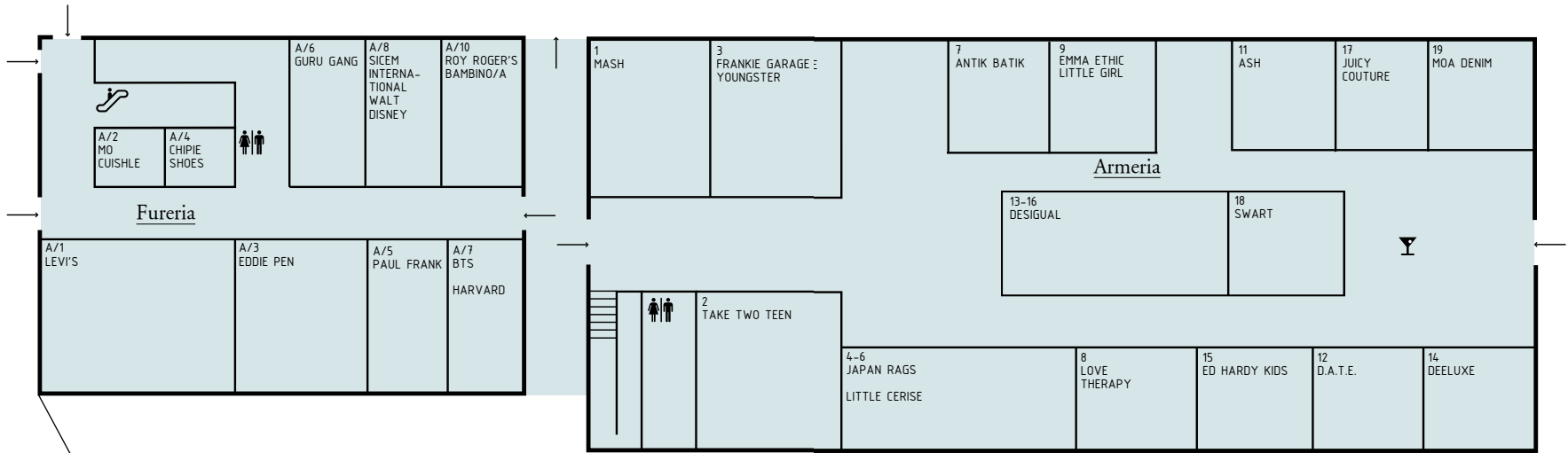
Cortile delle Ghiaia



Cortile del Teatrino



Superstreet
Fureria | n. 13



Superstreet
Armeria | n. 14

Superstreet
Teatrino Lorenese | n. 15

